

THE TRADE of the WORLD REVIEWED for the BENEFIT of BRITISH TRADERS.

EVERY THURSDAY. ONE PENNY.

SELL'S

# Commercial Intelligence

FOR THE MANUFACTURER AND THE MERCHANT,  
THE HOME TRADER AND THE EXPORTER.

*Commercial Intelligence* is a remarkable enterprise. It is generally recognised that foreign competition abroad and at home is ever growing more keen, that our industrial rivals are straining every nerve to supply British goods in foreign markets and to flood our home markets with their productions. Last year the United States for the first time took the lead in export trade, exporting £250,985,000 against our £233,390,792, and of the £250,985,000 the enormous amount of £112,214,373 represents the exports to Great Britain, largely consisting of goods now competing with British productions on our own soil. It helps one little, however, to be directed to such figures. If foreign competition is to be met it is necessary to be informed of its methods, not after a market is lost but when it is threatened and on the first signs of its appearance. That brings us to the mission of *Commercial Intelligence*.

We do not bore our readers with an endless array of statistics, showing in appalling columns that we are by so many millions better or worse than in the "corresponding month of the preceding year." That sort of thing is interesting, no doubt, but it does not help a merchant or manufacturer to find a new market for his goods. What *Commercial Intelligence* aims at and accomplishes, by the publication of timely intelligence and useful information, is to help the British trader to swell the trade statistics published by others.

To this end we survey the world's markets, new and old, at home and abroad, with a single eye to the defence and practical development of British commercial interests. By careful scrutiny of the official reports of our own, and of foreign consuls and diplomatic agents; by a study of references to trade developments in the Colonial and foreign Press; by the careful watching of our special correspondents for signs of inroads on markets where we grow too confident of supremacy, and for new opportunities of development which our competitors have been quicker to realise, we aim to render useful service alike to the individual interests of British merchants and manufacturers, and to the total volume of our national prosperity.

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